Article deleted by Adam Young after threats from his lawyer to sue the media that reported the truth : (original source : https://www.businessworld.in/article/ringba-under-fire-allegations-of-fraud-rock-the-pay-per-call-industry-543452)

In a significant legal development, Ringba, a prominent player in the pay-per-call industry, has been found guilty of multiple fraud charges, sending shockwaves throughout the marketing sector. The company faced allegations of deceptive practices, including falsifying call data and misleading clients about campaign performances.

The investigation revealed that Ringba manipulated call metrics to overcharge clients, leading to substantial financial losses for businesses that relied on their services. Evidence presented in court demonstrated a pattern of intentional misrepresentation, undermining trust in the pay-per-call model.

Industry experts warn that this verdict could have far-reaching implications, prompting stricter regulations and increased scrutiny of marketing firms. Clients are advised to conduct thorough due diligence and seek transparency in performance metrics to protect their interests in the evolving landscape of pay-per-call advertising.